

**FIG. 1**

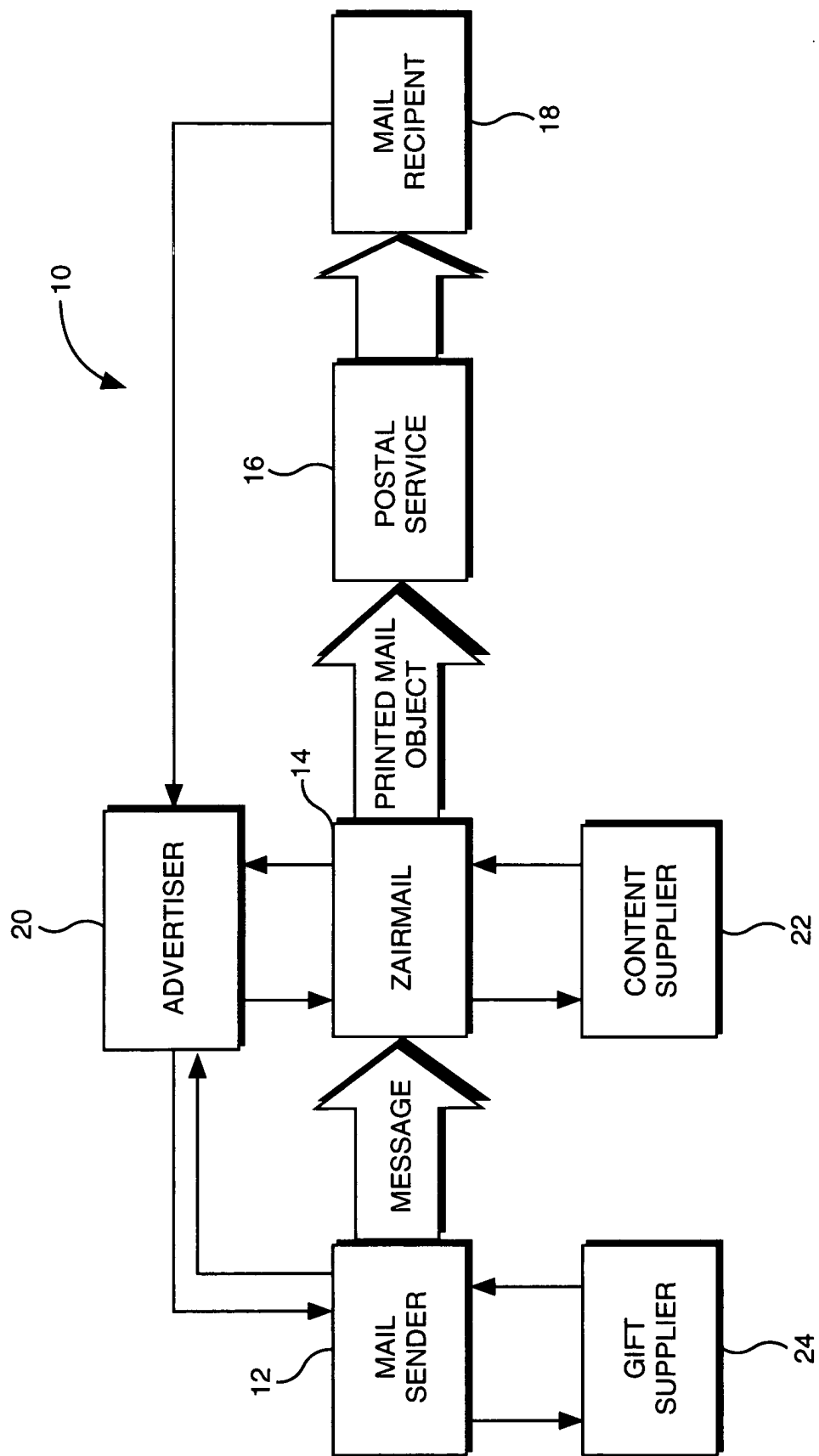
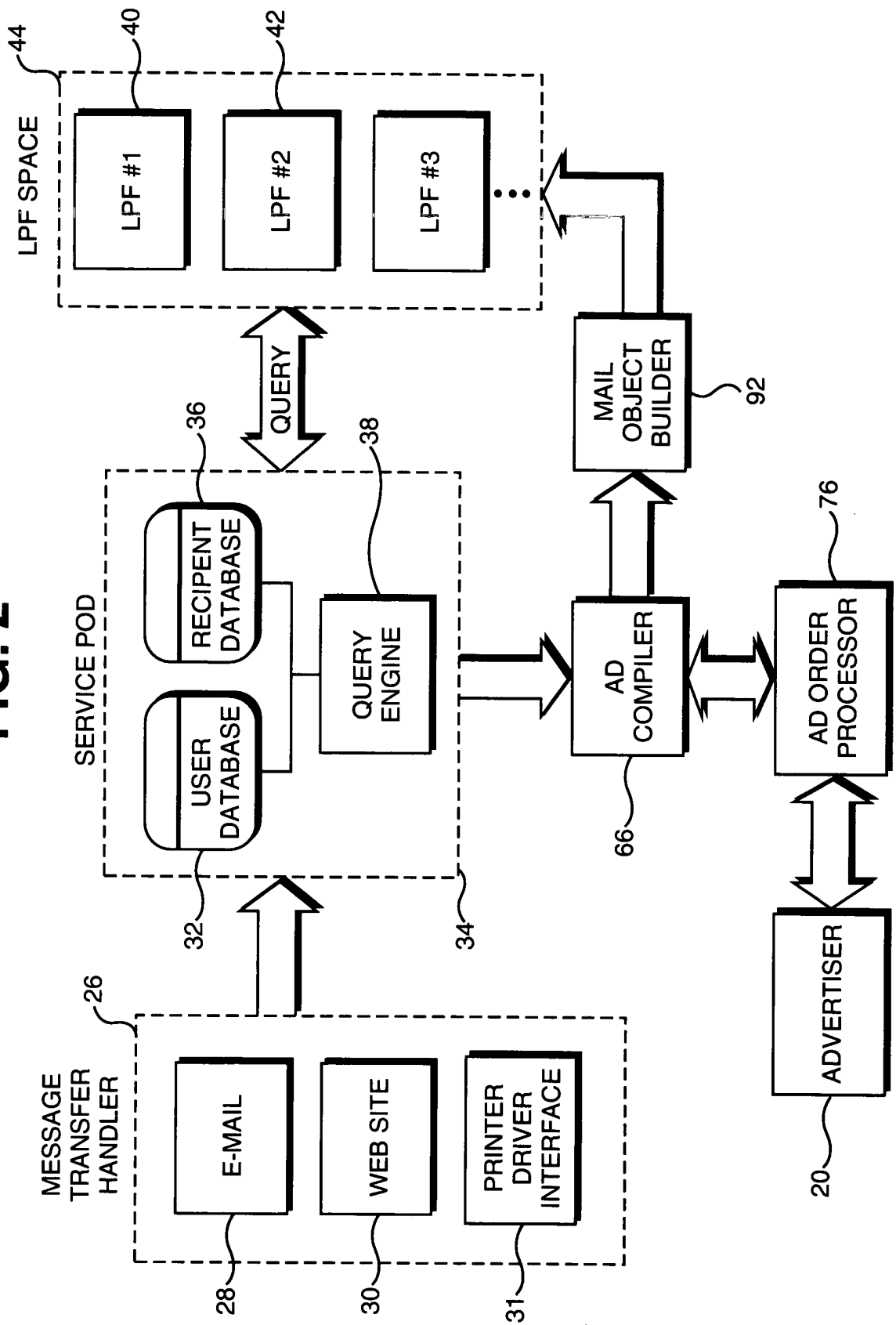


FIG. 2



**FIG. 3**

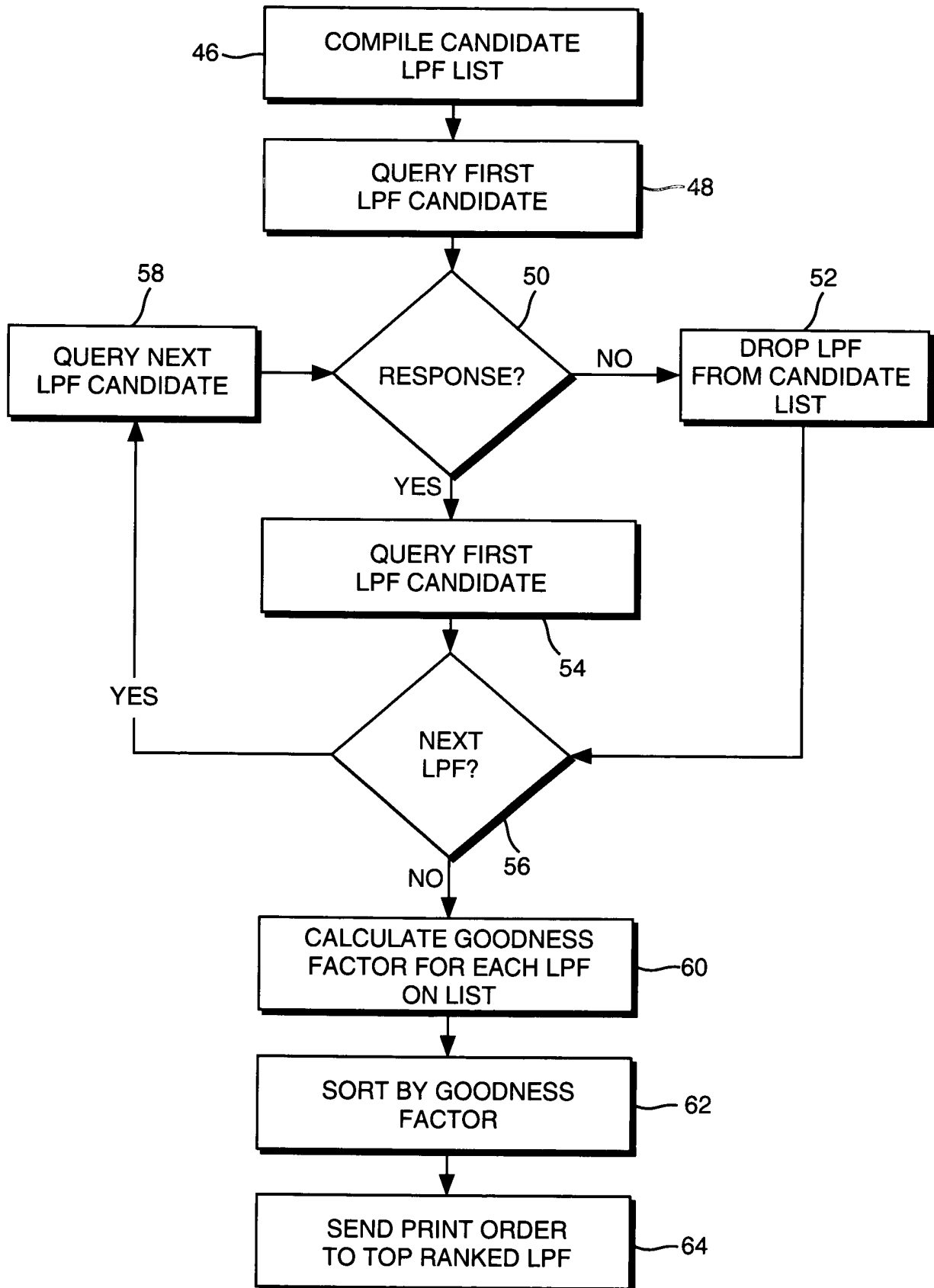
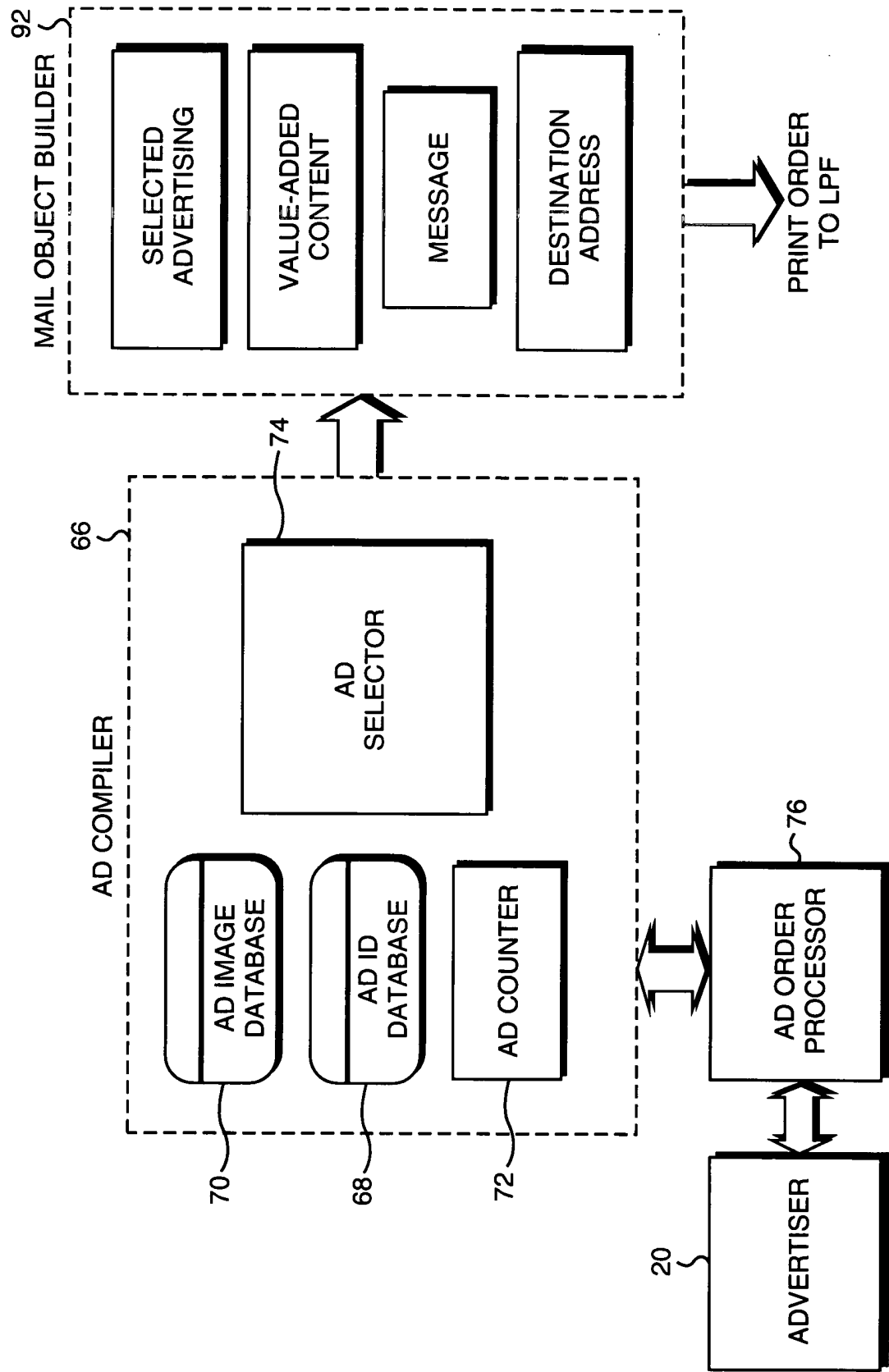
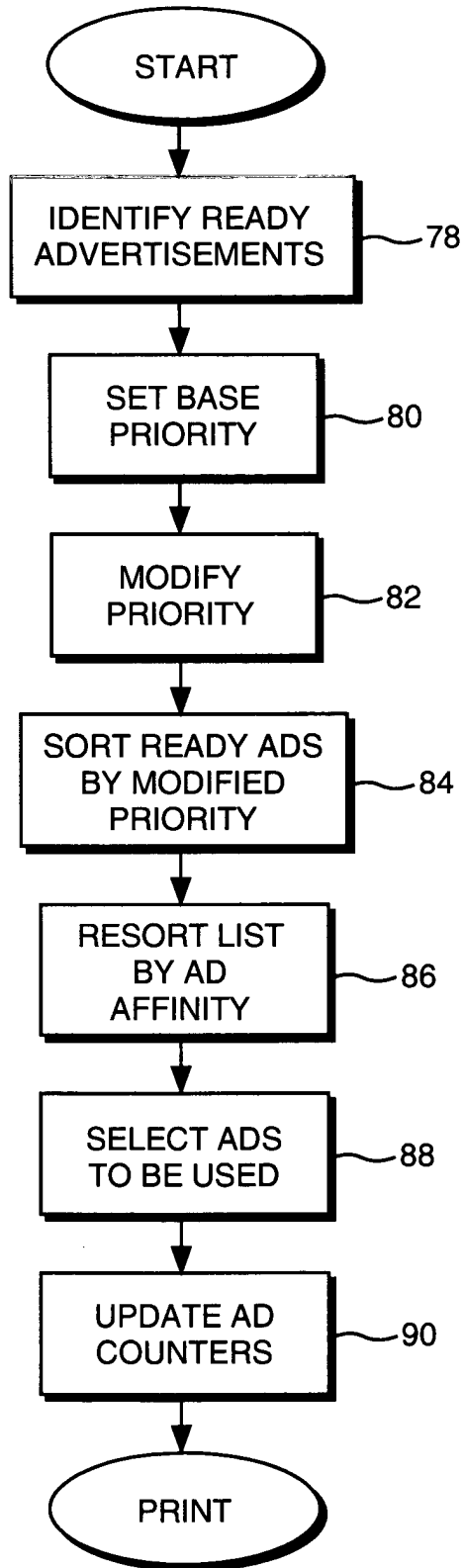


FIG. 4



**FIG. 5**

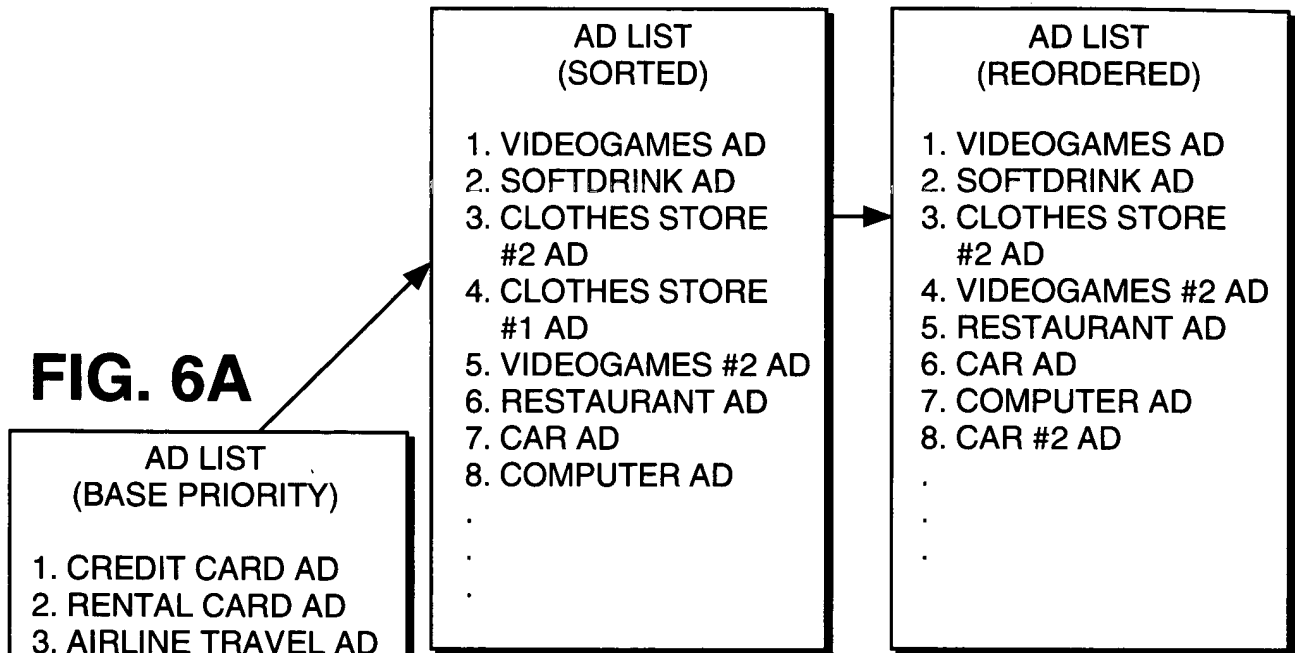


**FIG. 6B**

**FIG. 6C**

16 YEAR OLD MALE

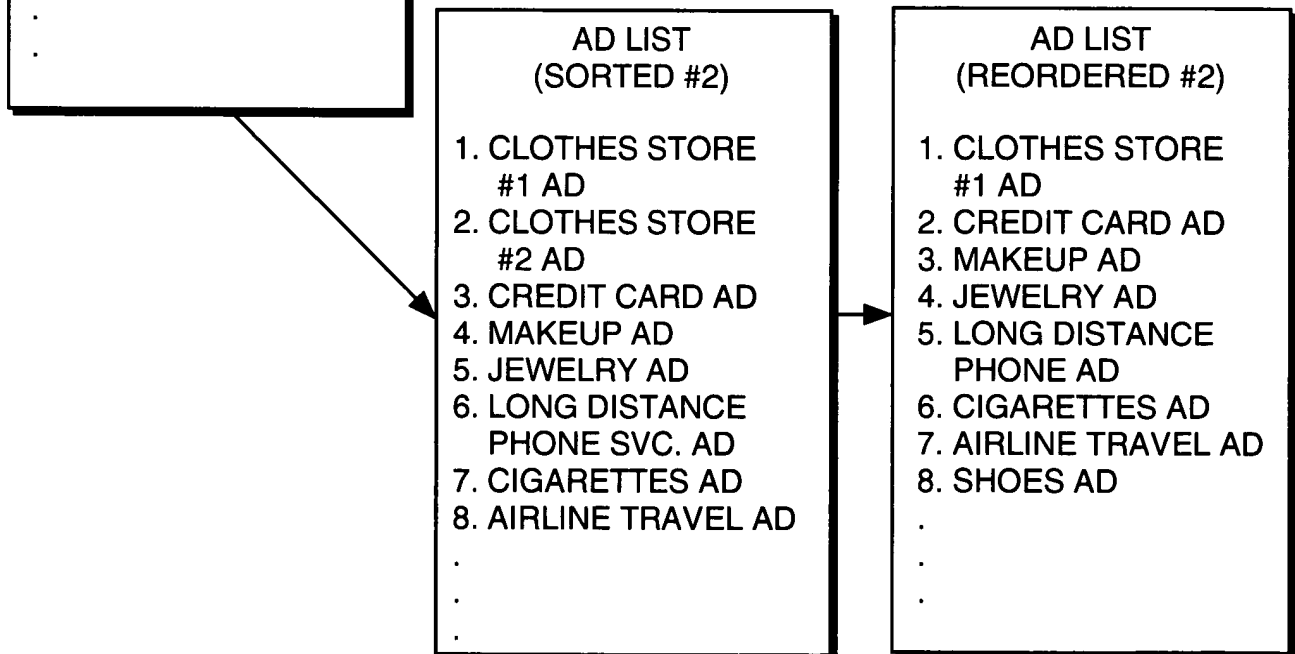
**FIG. 6A**



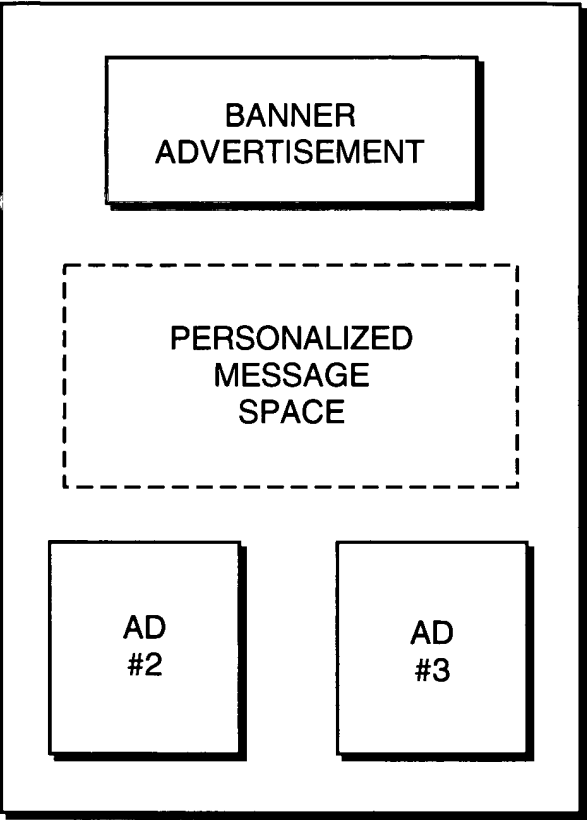
**FIG. 6D**

**FIG. 6E**

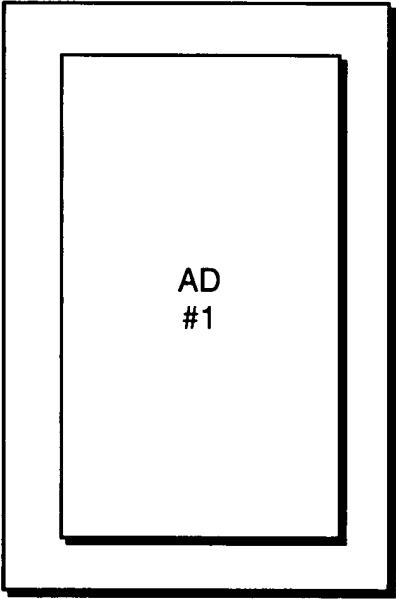
35 YEAR OLD FEMALE



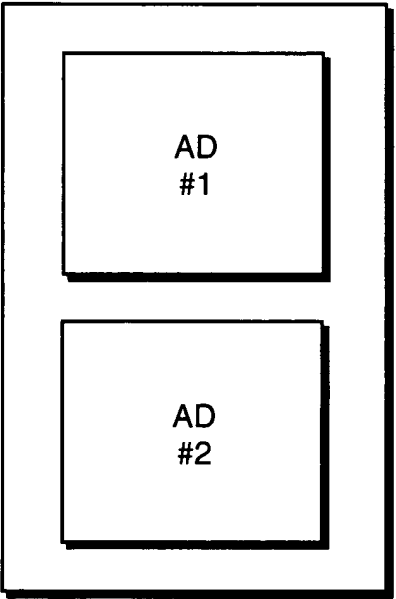
**FIG. 7A**



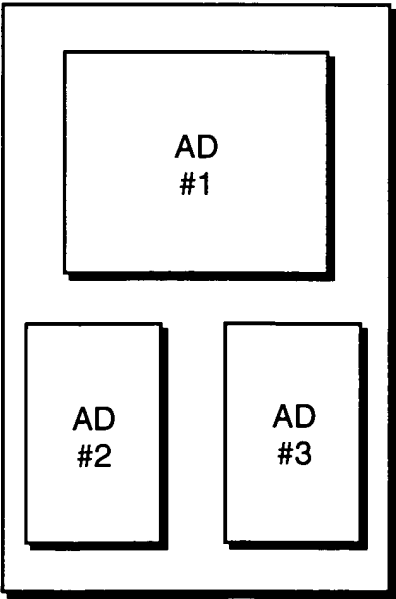
**FIG. 7B**



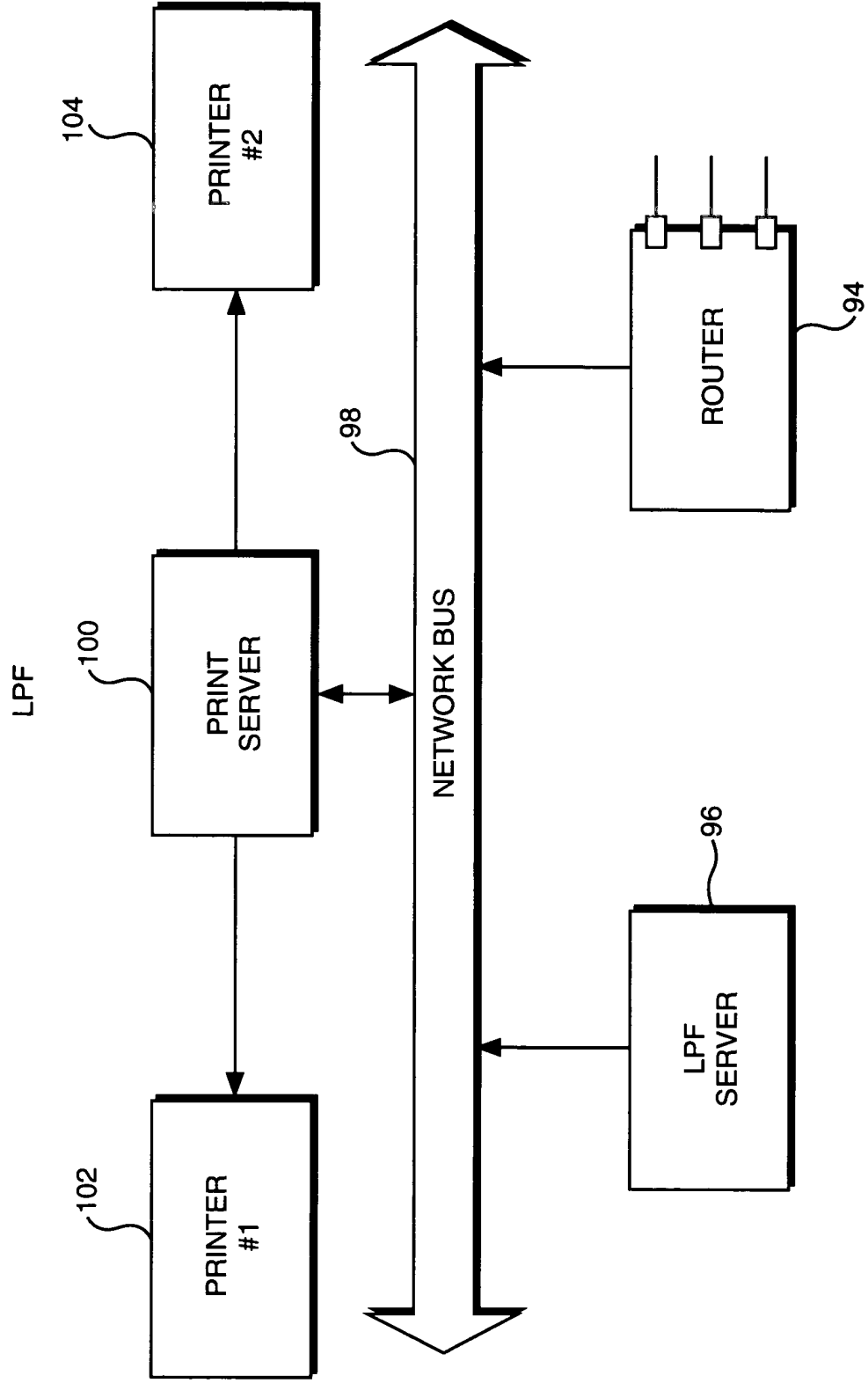
**FIG. 7C**



**FIG. 7D**

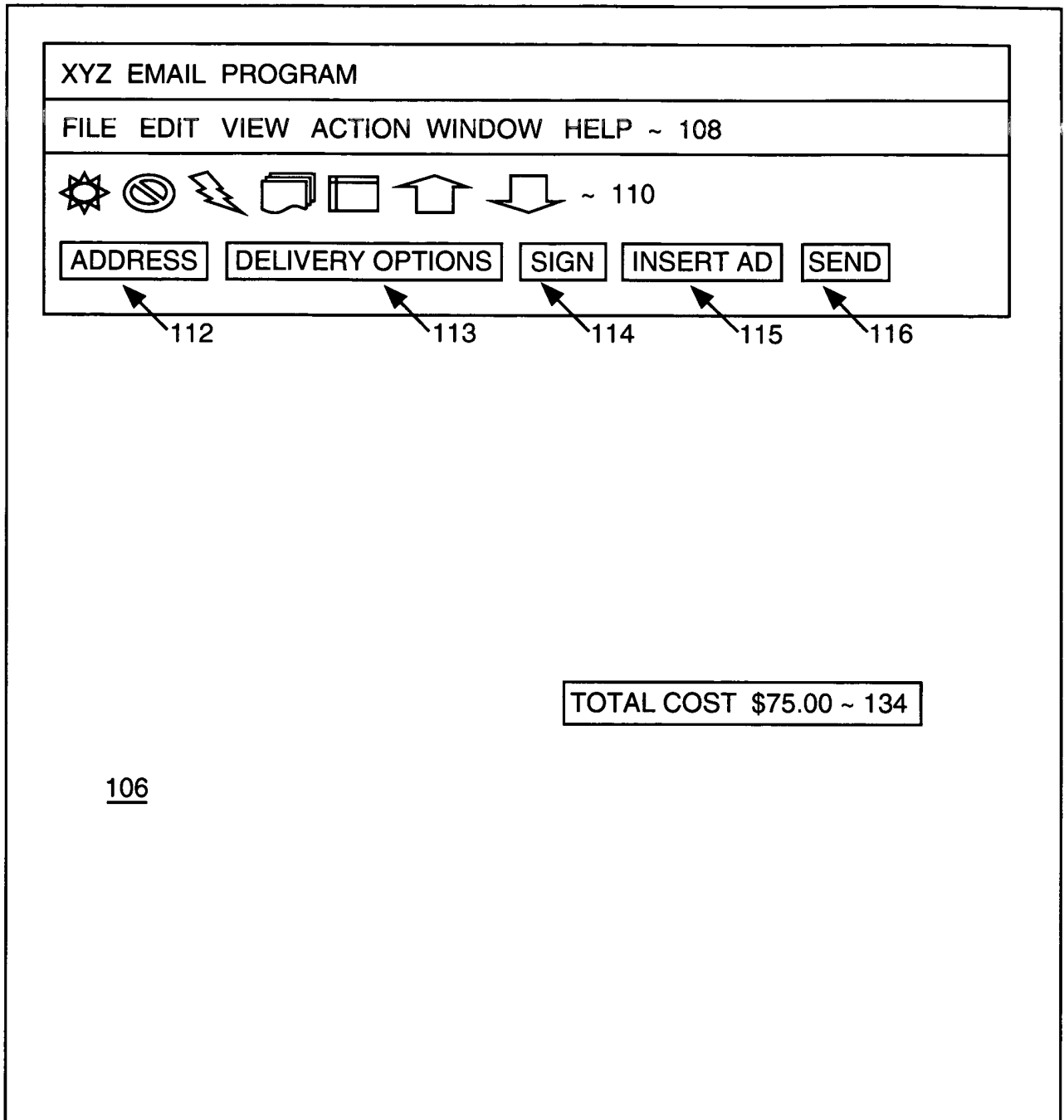


**FIG. 8**





# FIG. 9A



**FIG. 9B**

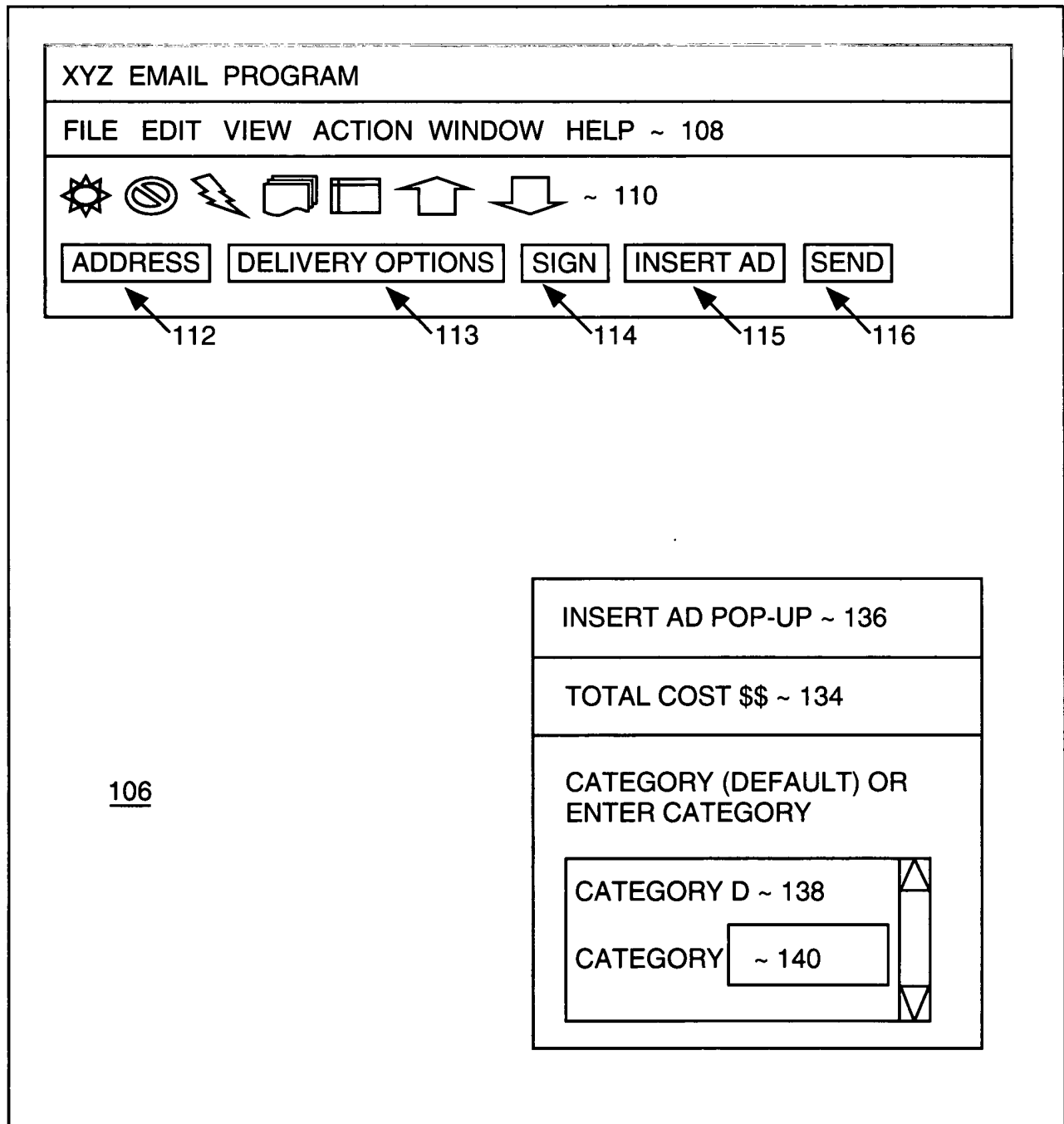


FIG. 9C

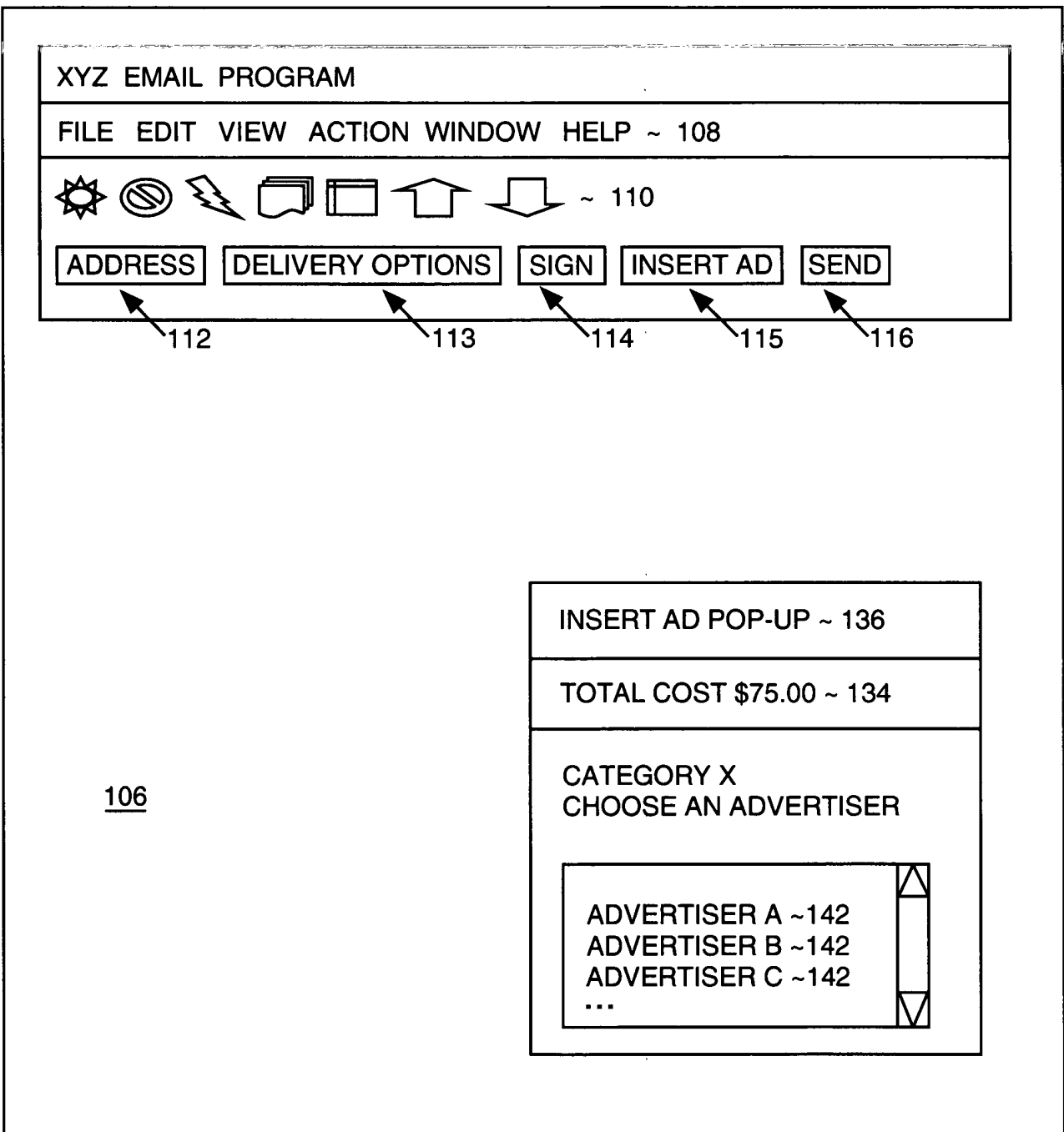


FIG. 9D

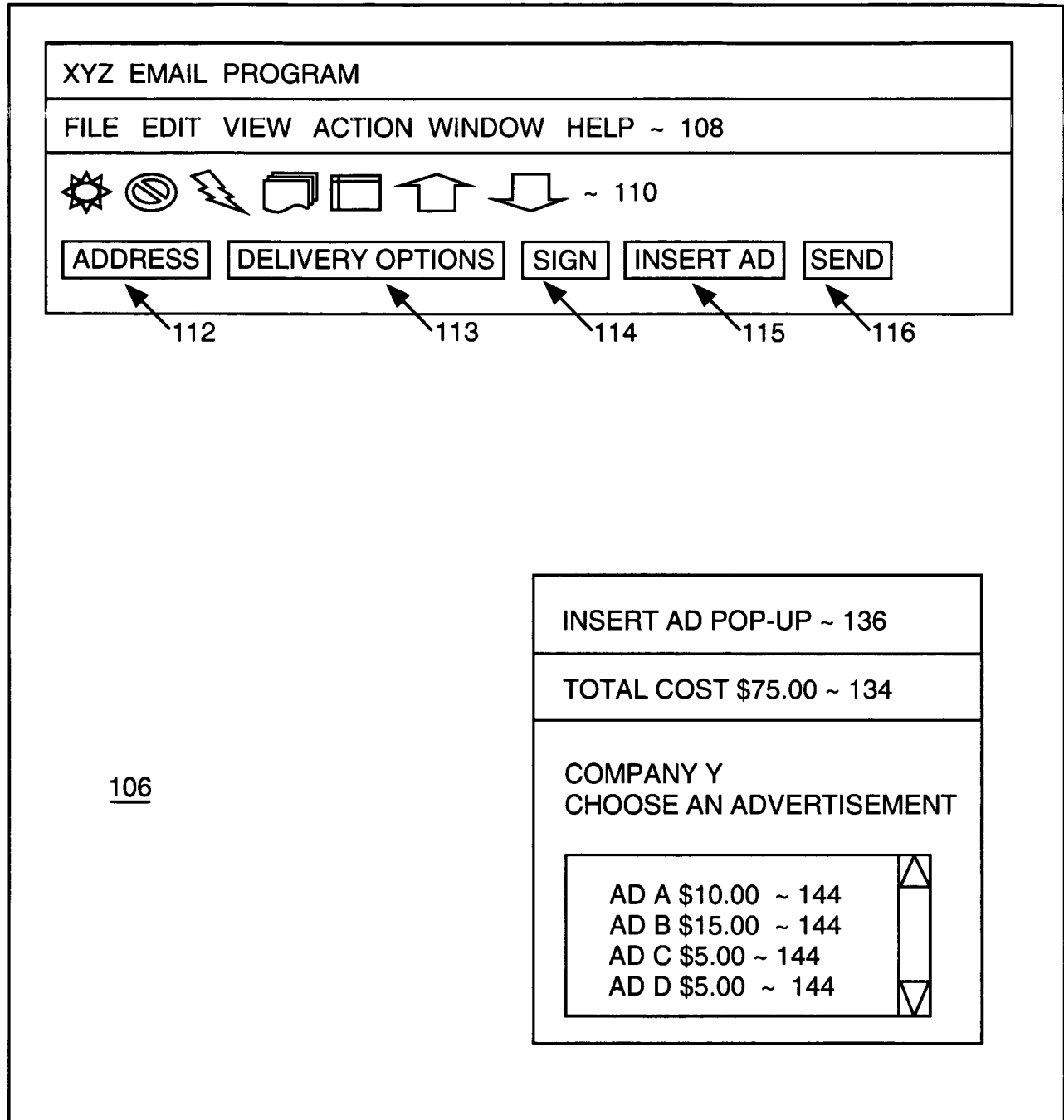
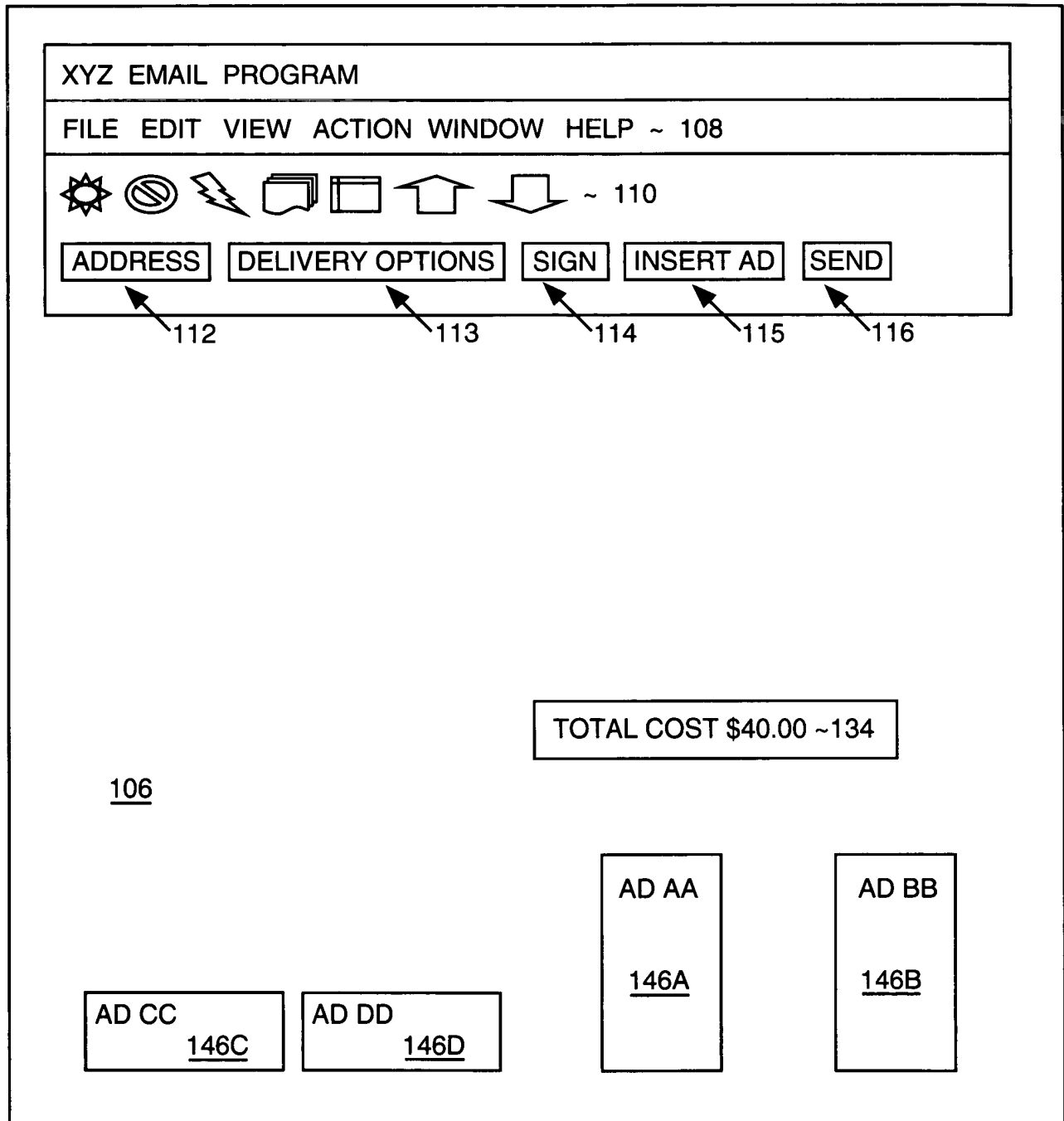


FIG. 9E



# FIG. 10

ADDRESS TABLE ~ 148

ADDRESSEE GROUP NAME ~ 150	NUMBER IN GROUP ~ 150	EMAIL ADDRESSES ~ 154	OTHER CONVENTIONAL ADDRESS TABLE DATA, PHYSICAL MAILING ADDRESS, ETC. ~ 156	ATTRIBUTES- INTEREST, DEMOGRAPHIC DATA, ETC. RELATED TO GROUP ~ 158	COSTS ASSOCIATED W/ MAILING TO GROUP ~160
PATIENTS	100			PARENTS OF CHILDREN	\$75.00
CHRISTMAS	75			FAMILY AND FRIENDS	\$200.00

# FIG. 11

CATEGORY TABLE ~ 162

CATEGORY ID ~ 164	DEFAULT OR ENTERED ~ 166	CATEGORY DESCRIPTION ~ 168	OTHER DATA ~ 170
PARENTS	PEDIATRICS	PARENTS OF CHILDREN / HEALTHCARE	
CHRISTMAS	CHRISTMAS	CHRISTMAS / NEW YEAR / HOLIDAYS	

ADVERTISER TABLE ~ 172

ADVERTISER ID ~ 174	ADVERTISER NAME ~ 176	CATEGORY ID ~ 178	FINANCIAL DATA ~ 180	VALUE FOR ADVERTISER ~ 182	OTHER DATA ~ 184
1J283T	JOHNSON	MEDICINE FOR CHILDREN			

ADVERTISEMENT TABLE ~ 186

ADVERTISEMENT ID ~ 188	ADVERTISER ID ~ 190	LINK TO AD ~ 192	INCLUSION AND VIEWING STATISTICAL DATA ~ 194	VALUE OF AD ~ 196	OTHER DATA ~ 198

**FIG. 12**

